

## Message Text

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PAGE 01 STATE 097517  
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 R

DRAFTED BY COM/BIC/OIM/EMBELDEN  
APPROVED BY EB/OCA/CM/SPHARRIS  
COM/BIC/OIM/NSTEIN  
COM/BIC/OIM/CGENDREAU  
STATE/EUR/RPE/RBRESLER  
STATE/EUR/NE/NACHILLES  
USIA/IOP/PMJASKIEWICZ (SUBS)  
-----300723Z 077537 /21

P 292229Z APR 77  
FM SECSTATE WASHDC  
TO AMEMBASSY DUBLIN PRIORITY  
AMEMBASSY LONDON

UNCLAS STATE 097517

INFORM PAO

E.O. 11652:N/A

TAGS:BEXP, AFSP, EI, UK

SUBJECT:FY 1978 COUNTRY COMMERCIAL PROGRAM - UNITED  
KINGDOM

REF: (A) LONDON A-114; (B) STATE A-5960 OF DEC. 10, 1976

1. WCAG-AGREED DRAFT OF FY 1978 CCP FOR UK BEING SENT VIA  
INTERNATIONAL AIRMAIL ON APRIL 27. DRAFT HAS BEEN REVIEWED  
AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION  
GROUP (WCAG). PROPOSALS SUBMITTED IN REPAIR (A) INCORPO-  
RATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE. ADDITIONS OR  
MODIFICATIONS REFLECT PROGRAM REQUIREMENTS AND DESIDERATA  
OF WCAG AGENCIES.

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2. WCAG REPRESENTATIVES E. MARVIN BELDEN, COUNTRY MARKETING  
MANAGER FOR UK, USDOC, AND STAN HARRIS, CHIEF, COMMERCIAL  
MANAGEMENT DIV., OCA, STATE, PLAN TO VISIT LONDON FROM  
MAY 12-16 FOR HARRIS AND FOR BELDEN

MAY 16-20 FOR PURPOSE OF REVIEWING ALL ASPECTS OF DRAFT

AND COMPLETING CCP FOR UK. REPRESENTATIVES INSTRUCTED TO RETURN TO WASHINGTON WITH A MUTUALLY AGREED TEXT OF THE CCP REFLECTING APPROVAL OF COUNTRY COMMERCIAL ACTION GROUP (CCAG) AND INVOLVEMENT OF PRINCIPAL ADMINISTRATIVE OFFICER.

3. COORDINATION WITH PUBLIC AFFAIRS OFFICER (PAO) ON DRAFT CCP SHOULD BE UNDERTAKEN PRIOR TO VISIT OF WCAG REPRESENTATIVES IN ORDER TO INSURE THAT USIS POST PROJECT PROPOSALS IN PAO'S QUOTE COUNTRY PLAN UNQUOTE CORRESPOND TO CCP ACTIVITIES.

4. ACTION REQUESTED: POST IS REQUESTED TO REVIEW DRAFT CCP PRIOR TO ARRIVAL OF WCAG REPRESENTATIVES AND TO COMPLETE TO THE EXTENT POSSIBLE THE FOLLOWING SECTIONS: REVIEW AND REVISE AS NECESSARY THE OVERVIEW IN AN EFFORT TO HAVE MOST UP-TO-DATE OVERVIEW POSSIBLE AT TIME CCP GOES TO PRESS IN JULY/AUGUST; COMPLETE SECTION II, INCLUDING FUNCTIONAL DUTIES AS REQUESTED IN STATE A-5960 AT TOP OF PAGE 4; REVIEW ALL CAMPAIGNS AND SPECIAL POST EFFORTS; COMPILE TOTAL PERSON DAYS AVAILABLE BY PERSONNEL CATEGORY AND TENTATIVELY CALCULATE PROBABLE WORKLOAD REQUIREMENTS IN PERSON DAYS AS BASIS FOR COMPLETION OF SECTION V DURING VISIT OF WCAG REPRESENTATIVES; AND COMPILE FY 76, FY 77 AND TENTATIVE FY 78 DATA FOR FINANCIAL RESOURCES SCHEDULE (SECTION VI) PRIOR TO ARRIVAL OF WCAG REPRESENTATIVES. DURING WCAG REPRESENTATIVES' VISIT COMPLETE SECTION VI IN ITS ENTIRETY.

5. SEPARATE MESSAGE ON HARRIS TRAVEL PLANS FOLLOWS.  
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6. FOR DUBLIN: CMM BELDEN TRAVELING TO DUBLIN FOR DISCUSSIONS COMMERCIAL ATTACHE ON MAY 23-25. TOPICS TO INCLUDE TRADE PROMOTIONAL POSSIBILITIES IN IRELAND AND ALSO WAYS OF ATTRACTING MORE IRISH BUSINESSMEN TO OUR LONDON TRADE CENTER. IN ADDITION, BELDEN WOULD APPRECIATE APPOINTMENT WITH APPROPRIATE CLEARY'S OFFICIAL TO DISCUSS FY 78 IN-STORE PROMOTION.  
CHRISTOPHER

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Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009